

## Program Data Sheet

Name of Event: Army Recruiting Inductee Event		x	Pilot Program
			Revised program
			Repeat Program
Date: 20 Dec 2003	Day of Week: Saturday	Time: 1000-1200	
Location: Bowling Center	Information Phone #: 788-2939	Price: 5.00 per person	
Program Coordinator: Management, Bowling Center			
Phone #: 788-2939	Fax #: same	e-mail Address: bowling@monroe	
Purpose of the Event: Army Recruiting needed event to celebrate Christmas Season, and introduce new inductees to Army Facilities/Services.			
Indicator/Measure of Success: Awareness of facility in Army Community consciousness.			

### Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
N/a	Publicity				
N/a	Equipment				
N/a	Supplies				
N/a	Audio/video				
N/a	Decorations				
N/a	Food & Beverages				
N/a	Procurement				
N/a	Set-up / Clean-up				
N/a	Other				

## After Action Report

Financial Analysis		
Sales:	250.00	This party had motives beyond NIBD- namely- -introduction of the Bowling Center as a facility capable of delivering a marketable product, as well as reputation development as a good place to be. Army Recruiting has shown interest in use on Facility as a monthly event- making the Center instrumental in Army Recruiting Strategy to obtain and retain caliber personnel for Army career.
COGS:	125.00	
Other Revenues:	14.20	
Labor:	100.00	
Other Expenses:		
NIBD:	@8.5% on F/B, 0% on Bowl side	

Program Analysis	
Attendance:	50 people, plus incremental sales of 14.20 to attending family members of inductees
Indicator/Measure of Success Army Recruiting has expressed interest in use on facility as a monthly event	
Elements to Change - potential must be investigated to ascertain use to other braches of the Services for their recruiting efforts.	
Elements to Eliminate: Investigate funding of recruiting efforts to see if any profitability can be delivered over what has happened thus far.	
Elements to Add: Also- to target the accompanying family members and deliver pointed sales materials highlighting availability of facility for their further use.	
Other Comments: Events such as this potentially have high visibility within the Armed Forces Community. I would propose extending the invitation to other branches of the Armed Forces within the Tidewater area. Given enough time, and continuity of program- a “critical mass” can be reached- with guaranteed success the result. I view this event as a “loss-leader”- in that I did not charge Army Recruiting for use of the lanes in this package. I charged \$5.00 per head, which barely pays for the food consumed by the participants- this, was bare minimum to possibly pay our people and cover wage expenses. However- I consider part of this facilities mission to support our military forces, and Army recruiting falls under that umbrella of purpose. I seek counsel of my immediate superiors pertaining to further defining the priority of uses for this facility.	